



KNXV

ORDER

Print Date 09/18/12 Page 1 of 2

KNXV-TV
PHOENIX

Contract / Revision 311477 /
Original Date / Revision
09/18/12 09/18/12
Advertiser American Future Fund

Agency Mentzer Media
Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Flight Dates 09/20/12-09/26/12

Order Sep 00:20:00
Estimate # **487**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 19% Market Value 122105

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	28%	34189
KPNX	26%	31747
KPPX	%	0
KSAZ	10%	12210
KTVK	17%	20757
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			
					Start Date	End Date	# Spots	Net Amount
September 2012	27	\$19,720.00	\$23,200.00	0.00	08/27/12	09/26/12	27	\$19,720.00
Totals	27	\$19,720.00	\$23,200.00	0.00				\$23,200.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			
					Start Date	End Date	# Spots	Net Amount
September 2012	27	\$19,720.00	\$23,200.00	0.00	08/27/12	09/26/12	27	\$19,720.00
Totals	27	\$19,720.00	\$23,200.00	0.00				\$23,200.00

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
N 1	KNXV	09/20/12	09/21/12	M-F 7-9am M-F 7-9am		CM	7am-9am		---TF--	:30	2	\$500.00	P-2	0.00	NM		2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 09/17/12 09/23/12 ---TF-- 2 \$500.00 0.00																		
N 2	KNXV	09/20/12	09/21/12	M-F 6pm-630pm M-F 6pm-630pm		CM	6pm-630pm		---TF--	:30	2	\$900.00	P-2	0.00	NM		2	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 09/17/12 09/23/12 ---TF-- 2 \$900.00 0.00																		
N 3	KNXV	09/20/12	09/21/12			CM	630pm-7pm		---TF--	:30	2	\$1,200.00	P-3	0.00	NM		2	\$2,400.00



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Print Date: 09/18/12

Page 2 of 2

Original Date / Revision 09/18/13 / 09/18/13

Hiatus Dates

Advertiser American Future Fund

Product American Future Fund

Estimate # 487